



Pride Road

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THE FARM

[Pride Road](#) is a farm business operated by three generations of Veteran farmers dedicated to natural hibiscus production and pastured poultry. With 15 years of farm and business experience, Pride Road is driven by a passion for sustainably growing hibiscus to meet the increasing demand for their value-added products which include teas, jellies, chutneys, and sparkling soda. After acquiring their storefront and production space in Lithonia, the farm team knew they had to grow more hibiscus but did not have a path to affordable farmland ownership until partnering with the Working Farms Fund.

In 2022, The Conservation Fund secured a 70-acre farm in Shady Dale, Georgia, Jasper County, with healthy soils and significant farm infrastructure. The property has a wide diversity of ecosystems, with springs, streams, and lakes interspersed with hardwood forests and regeneratively managed grassland pastures.

Pride Road is a leader in conservation in Georgia with a commitment to building pathways to sustainable health outcomes for their community and a more resilient local food system.

Using the 'Buy-Support-Protect-Sell' model, the [Working Farms Fund](#) is securing and permanently protecting the property as farmland, investing in the success of the farm business, and providing Pride Road with a patient pathway to affordable farmland ownership.

BY THE NUMBERS



3X projected increase in revenue in 3 years



3X expansion of acres in production in 2 years



70 acres permanently protected farm and forest

PROPERTY

70 acres of crop & pasture farmland, natural forest, ponds, and streams



Shady Dale, GA
(45 miles southeast of Atlanta)

FARMERS

Owner-Operators: Najeeb, Millie, Yasin, and Elaine Muhaimin



FARMER VISION

Pride Road is the domestic source for premium, clean, fresh hibiscus, and hibiscus-based products. Our adherence to agriculture and food safety practices ensure that our customers have confidence they are consuming fresh products from a clean environment raised on sustainably managed Georgia farms.